



NEIGHBORHOOD BOARD RETREAT



March 8, 2022

Woodcroft at Davis Lake HOA

Hosted online by City of Charlotte Housing & Neighborhood Services

Woodcroft at Davis Lake HOA

2022 Board Retreat

Background

On Tuesday, March 8, 2022, members of the Woodcroft at Davis Lake HOA participated in the virtual Neighborhood Board Retreat facilitated by the City of Charlotte. The following board members and/or community members participated in the retreat:

- Angela Mack
- Belinda Alexander
- Melissa Pratt
- Montoya Christian
- Jocelyn Gibbes

The City of Charlotte values citizen leadership and its ability to make an impact in the communities, in which we all live, work, play and shop. With this in mind, the board retreat process was initiated to help neighborhood-based organizations develop strategic plans to improve quality of life in their communities.

Purpose

The purpose of the board retreat was to

- Generate meaningful conversations around improving quality of life in our community
- Outline a direction for the future of the neighborhood that represents the needs and desires of current and future residents
- Set clear goals and priorities for the upcoming year(s)

By participating in the retreat, our board earned a credit of up to \$1,500 toward volunteer hours required for the Neighborhood Matching Grant (NMG) to help execute one of the projects we identified.

To receive this credit, we'll submit a copy of the Developing Your Ideas worksheet with our NMG request. This credit will expire following the June 1, 2023, NMG application deadline.

Process

Our board retreat was conducted by trained facilitators tasked to keep our conversations on-task, productive, and focused on achievable objectives. The process was designed to help capture the best of the past, the best of the present, and how we can add to our strengths to build a better future. The focus was:

- Analyzing neighborhood trends and conditions
- Developing strategic priorities
- Developing project ideas

The agenda for the day was as follows:

- Introductions
- Icebreaker
- Understanding your neighborhood - SWOT Analysis
- Developing Strategic Priorities
- Creating SMART Goals
- Idea Development – Time for participants to develop an action plan for goal achievement

SWOT Analysis

We began our day with group discussion using the SWOT Analysis framework. The activity was intended to help us reflect on:

- What we value
- What are the best things about our community and the people who live here
- What are our past successes
- Where are the potentials and possibilities

Our discussion helped us to find commonalities in our conversations.

Strengths <ul style="list-style-type: none">• Everyone is friendly, low conflict• Most people care about neighborhood appearance, beautification• People love living in the neighborhood, sense of commitment to folks in the neighborhood for those that live there• Don't have to worry about porch pirates, neighborly and look out for each other• Walkable, can walk to grocery store, fast food, not common for suburban areas• Mature trees, green neighborhood	Weaknesses <ul style="list-style-type: none">• Attendance at HOA meetings, need more members and subgroups where people can get together as a community- engagement opportunities• Look out for each other, watch homes when out of town, no community list to tell people if something is going on with their property• Engagement and connectivity and communication among residents• HOA meetings once a quarter that are not well attended, 5 members that do attend cannot get everything done [got more attendance with zoom]
Opportunities <ul style="list-style-type: none">• Relationship building• Engagement opportunities• Communication• Find local partnerships – what's in the area and how can you partner	Threats <ul style="list-style-type: none">• Financial stability: dues aren't high enough for operating and reserves, also unpaid dues• Crime at apartments next door but they are fixing them up and have new management• Structural instability – buildings in need of siding replacement and repair

Strategic Priorities

After completing the SWOT analysis, participants began to brainstorm strategic priorities. This is where we began to define what is most important to us in order to achieve our vision. Strategic priorities are initiatives that will help us move closer to our vision of our community. The idea is to focus on a few things and do them very well as opposed to many things and missing the mark.

We started out thinking big and then narrowed down our focus. This activity led us to the following priorities/action items being identified as important within our community:

- Community engagement
- Structural safety and repairs
- Communication

The three priorities receiving the most votes are the strategic priorities that are most important for us to begin working on to achieve our vision. Within these three categories, there were three activities selected as most impactful toward achieving our strategic priorities.

The strategic priorities and activities are summarized on the following page.

2022 Neighborhood Board Retreat Summary

Woodcroft at Davis Lake HOA

TO HELP US REACH OUR VISION; WE WILL FOCUS ON THREE STRATEGIC PRIORITIES:

1

Community engagement

2

Structural safety and repair

3

Communication

IN 2022-2023, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

Neighborhood will begin to plan for National Night Out Event August 2, 2022, and plan for designated food trucks and activities by August 2022

Neighborhood will develop a plan of communication for residents around structural repair concerns by September 2022

Board will develop specific communication and recruit volunteers for knocking on door event to gather resident contact info and share info regarding HOA meeting by September

Resources to Get Started- You've rolled up your sleeves and established your vision. We have compiled resources that may assist your organization in achieving your goals on our Neighborhood Training Programs and Resources [website](#). We have identified resource categories that may be applicable to your projects below; please do not hesitate to explore more categories as you undertake your work! Links and contact information are provided for information only and are subject to change.

Project	Potential Resource Categories of Interest
Neighborhood will begin to plan for National Night Out Event August 2, 2022, and plan for designated food trucks and activities by August 2022	Community Engagement
Neighborhood will develop a plan of communication for residents around structural repair concerns by September 2022	Neighborhood Improvement
Board will develop specific communication and recruit volunteers for knocking on door event to gather resident contact info and share info regarding HOA meeting by September	Board Development, Community Engagement

Your community is located within Charlotte's Northwest. Your staff contact for following up and community assistance is:

Aisha Sabur, Northwest Community Engagement Liaison	Randy Harris, Northwest Community Engagement Manager
aisha.abdussabur@charlottenc.gov	randy.harris@charlottenc.gov